



U.S. ENVIRONMENTAL PROTECTION
AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg.
Number:
4822-590

Date of
Issuance:
OCT 19 2012

Term of Issuance:

Conditional

Name of Pesticide Product:

Wildabeast

NOTICE OF PESTICIDE:

☒ Registration
☐ Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

E. David Lewis
Agent for SC Johnson & Son Inc.
Lewis & Harrison
122 C Street, NW, Suite 740
Washington, DC 20001

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA sec 3(c)(7) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Make the labeling changes listed below before you release the product for shipment:

a. Revise the EPA Registration Number to read, "EPA Reg. No. 4822-590"

Signature of Approving Official:

Marshall Swindell
Product Manager Team-33
Regulatory Management Branch I
Antimicrobials Division (7510P)

Date:

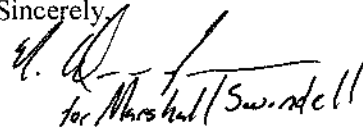
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- b. Under Directions for Use (Sanitize) on page 2, add the wording “non-food contact surfaces”.
- c. On page 3, under the Storage and Disposal section, the language must be revised to comply with the container-related requirements per 40 CFR 156.40-156.159:
 - Delete the word refillable
 - Insert the language “Dispose of wipe in trash after use. Do not flush in toilet. Tightly reseal the container between uses to retain moisture.
- d. Throughout the labeling, when the word “harsh” is used in connotation with “acid, bleach or chlorine” those terms (e.g. chlorine or bleach) must be removed. The claim is comparative and can be misleading. It is misleading because such claims may lead consumers to think the missing ingredient is hazardous (and thus products that contain it are harmful and to be avoided.)
- e. Throughout the labeling, revise or take out the terms “all around the house” and “entire home or surfaces”. Using these terms is misleading because not all surfaces within the home can be treated. The only surfaces that can be treated for this product are for non-porous hard surfaces. Either the terms must be removed or have a qualifier for use on hard non-porous surfaces.
- f. Throughout the label, the terms “molecules, elements, water and oxygen, oxy, or oxygenated” must be removed. These terms is misleading and is not permissible because it implies safety and environmental preference.
- g. On page 6, terms which state “...cleaner to eliminate bacteria” must be removed. Those terms are false and misleading. The claims give the impression that “cleaning” is associated with pesticidal activity.
- h. On page 13, qualify “Kitchens” with “non-food contact surfaces”
- i. On page 14, the item “bacteria prone surfaces” must be removed. The use site is ambiguous because all of the surfaces listed in this section are prone to germs. There is no rationale as to why this particular site must be distinguished.
- j. On page 17, the claim “...won’t corrode surfaces over time” must be removed. This claim is false and misleading because hydrogen peroxide is a corrosive agent.
- k. On page 18, the claim “won’t bleach or discolor surfaces” must be removed. This is a comparative statement and is false and misleading. Like Sodium hypochlorite, hydrogen peroxide is also a bleaching agent.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records. Submit one (3) copy of your final printed labeling prior to release of this product for shipment. If you have any questions concerning this letter, please contact Demson Fuller at (703) 308-8062.

Sincerely,

A handwritten signature in black ink, appearing to read "M. Swindell" with a stylized flourish at the end.

Marshall Swindell
Product Manager Team-33
Regulatory Management Branch 1
Antimicrobials Division (7510P)

Wildabeast

Alternate Brand Name: Scrubbing Bubbles with Hydrogen Peroxide II
Windex (with) Hydrogen Peroxide Glass & More II
Windex Multi-Surface (with) Hydrogen Peroxide II

SECTION 1: FORMULA

Active Ingredient:	
Hydrogen peroxide	0.77%
Inert Ingredients	99.23%
Total	100.00%

SECTION 2: REFFERAL STATEMENTS

KEEP OUT OF REACH OF CHILDREN(.)
CAUTION (:)

See Back Panel For Additional Precautionary Statements.
(See Inside Label -or- Panel for Additional Precautionary Statements.)

(Peel Here — Press to Reseal)
(Detailed Use Directions and Precautionary Statements are inside this label.)
(Please read all directions carefully before using this product).
(Use as directed.)

ACCEPTED
with COMMENTS
in EPA Letter Dated:

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Net Contents:

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 4822-590

SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

TO SANITIZE: For use on hard non-porous inanimate surfaces. Wipe surface until completely wet. Use as many wipes as necessary in order to keep the surface wet for the entire contact time. Allow surface to remain wet for 30 seconds. Let air dry. For heavily soiled areas, precleaning is required.

TO OPEN PACKAGE: Open lid and pull out first wipe from the center of the roll. Pull up wipe through small hole in the center of the lid. As wipe is pulled through hole, next wipe will come up through hole and be ready for use. Give a quick tug to separate one wipe from the next.

TO OPEN PACKAGE: Open pouch by peeling back seal. Use wipes as directed. Reseal pouch after each use to retain moistures. Store in a cool location.

TO REFILL: Insert refill into canister. (Use scissors) (to) (Cut) (Tear) (Open) refill pouch. Do not remove wipe roll from refill pouch. Pull up wipe through small hole in the center of the lid. As wipe is pulled through hole, next wipe will come up through hole and be ready for use. Give a quick tug to separate one wipe from the next.

TO CLEAN: Wipe surface clean and allow to air dry.

(TO) DEODORIZE:

(DEODORIZE) (DEODORIZER) (DEODORIZING)

Wipe surface clean and allow to air dry. Eliminates odors caused by bacteria.

(ALLERGEN DESTRUCTION) (REMOVE) (REMOVES) (DESTROYS) ALLERGENS**:**

To (clean) (and) (remove) (and) (destroy) (specified) allergens**: Wipe surface until clean and allow to air dry. (If streaking is observed, wipe with a clean, damp (cloth or) paper towel)

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STORAGE AND DISPOSAL:

[Note to Reviewer: For nonrefillable container labels]

STORAGE: Store in a cool place, out of reach of children and pets.

CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available.

[Note to Reviewer: For refillable container labels]

STORAGE: Store in a cool place, out of reach of children and pets.

CONTAINER HANDLING: Refillable: Refill container only with this product. If not refilling, place in trash or offer for recycling if available. *Do not reuse. Do not flush in toilet. Tighten and reseal container between uses to retain moisture.*

SECTION 4: PRECAUTIONARY STATEMENTS

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals (.)

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and "bullets" as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID:

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

ENVIRONMENTAL HAZARDS:

This pesticide is toxic to birds, fish, and aquatic invertebrates. Caution should be used when applying indoors because pets may be at risk.

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SECTION 5: ORGANISMS

Efficiency Claim	Organisms	Contact Time	Soil Load
Non-Food Sanitizer ^(*)	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Klebsiella pneumoniae</i> (Klebsiella) (ATCC 4352) <i>Streptococcus pyogenes</i> (Strep) (ATCC 19615) <i>Escherichia coli</i> (E. coli) (O157:H7) (ATCC 19117)	30 seconds	NA

[Note to Reviewer: Footnotes for symbols mentioned in label.]

^{*}*Staphylococcus aureus* (Staph) (ATCC 6538), *Klebsiella pneumoniae* (Klebsiella) (ATCC 4352), *Streptococcus pyogenes* (Strep) (ATCC 19615), *Escherichia coli* (E. coli) (O157:H7) (ATCC 19117)

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SECTION 6: MARKETING CLAIMS

[Note to Reviewer: "And" or "&" can be used interchangeable in the marketing sentences. H₂O₂, H2O2, and Hydrogen Peroxide can be used interchangeably in all claims. All claims containing the word "new" will only be used for the first 6 months after the first retail production.]

Under the Federal Insecticide, Fungicide, and Rodenticide Act as amended, for the pesticide, registered under EPA Reg. No. 4822-590

TABLE 1 – MARKETING EFFICACY CLAIMS

- A (daily) (bacteria*) (antibacterial) defense for your (insert locations – Table 3)(without harsh chemicals)
- A (daily) (bacteria*) (germ[†]) defense for your (insert locations – Table 3 (without bleach)
- A familiar way to clean & sanitize
- A familiar way to (deep) (clean) (lift dirt) (remove soap scum) (and) (sanitize)
- A (new) (different) way to clean (with a familiar sanitizer)
- (A) (sparkling) (sanitizing) (antibacterial) clean(er)
- A (antibacterial) sanitizer, now with the power to clean
- Multi purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact) sanitizer
- Antibacterial (action)(formula)(cleans & sanitizes)(with hydrogen peroxide)
- (Antibacterial) Sanitizing (and cleaning) wipes
- (Antibacterial) (Sanitizer) (Contains) no (chlorine) bleach
- (Antibacterial) (Sanitizer) without (chlorine) bleach
- (A sanitizer) (you've) trusted for generations (now with the power to clean)
- A (sanitizer) name you (trust) (know) (recognize)
- (Brandname) (This product) deodorizes areas that are hard to keep fresh smelling, ((such as) (insert locations – Table 3)) (and other areas prone to odors caused by bacteria*)
- (Brandname) (This product) (will) deodorize(s) hard, nonporous surfaces ((such as) (insert locations – Table 3)) (and other places bacteria* growth can cause (bad odors) (smells) (malodors)
- (Brightens)(surfaces) (removes grease) (removes soap scum) (and sanitizes) (and) (while) (kill(s)(ing) bacteria*
- Bubbles work hard to lift out dirt and bacteria*
- (Bubbling) (dirt lifting) (ingredients) kill bacteria* (with hydrogen peroxide)
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) with (sparkling) (streak-free) clean and kill
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) lifts out (the) (dirt) (grease) (grime) (soap scum) (streaks) (and kills the bacteria*)
- Harsh Chemical Alternative (lifts) (dirt) (grease and grime) (soap scum) (Antibacterial) (Sanitizer) (Cleaner)
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) with (deep) bubbling clean (you can see)
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) with cleaning (and killing) (of Hydrogen Peroxide) (Antibacterial) (Sanitizer) (that) Won't stain hard non-porous surfaces
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) with (tough) (deep cleaning) (grease fighting) (soap scum fighting) bubbles you can see
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) (-) (delivers) (sparkling) (streak-free) clean, without (tough chemicals) (staining) harsh residue) (strong (chemical) odors).
- Harsh Chemical Alternative (Antibacterial) (Sanitizer) (Cleaner) (with) (delivers) (sparkling) (streak-free) clean

- Harsh Chemical Alternative lifts dirt and sanitizes
- (Clean) (and) (Sanitize) Without compromise
- (Cleaner) and (Antibacterial) Sanitizer
- Cleans and Sanitizes in One Step
- (Clean(s)) and (Sanitize(s)) with (foaming) Hydrogen Peroxide
- Clean, sanitize and leave a (This Brand) shine (on glass) (and other hard surfaces) (throughout your house) (with just one product)
- (Deodorizer) (Deodorizes) (Deodorize(s)(er))
- Deodorizes food odors (like garlic and onion) (left behind on non-food contact kitchen surfaces) (after cooking)
- Deodorizes odors (caused by) (from) odor causing bacteria* (or) (and) (non-fresh foods)
- (Destroys) (Removes) (Kills) odor causing bacteria* in the (insert locations – Table 3)
- (Destroys) (Takes away) (Removes) odors*
- Eliminates odor causing bacteria* ordinary cleaners do not
- Eliminates (the source of) odors* on (household) surfaces (in the home)
- For general (cleaning and) sanitizing of hard non-porous surfaces
- For the dirt you can see and the household bacteria* you can't
- Formulated with (sanitizing) hydrogen peroxide (technology)
- From the brand(s) you trust to clean, with a (antibacterial) Sanitizer
- (Has) (Hydrogen Peroxide) (ingredients) (cleaners) (scrubbing agents) (work(s)) (to) (keep your (insert locations – Table 3) cleaner, longer) (clean and Sanitize) (give you a sparkling clean)
- Harness the power of Hydrogen Peroxide (to clean) (to lift) (to remove) (to Sanitize) (grease) (soap scum) (dirt) (grime)
- (Hydrogen Peroxide) (Bubbles) Lift(s) dirt out (and kills bacteria*)
- Hydrogen Peroxide (Fizzes dirt away) (breaks down dirt) (kills bacteria*) (while killing bacteria*)
- (Hydrogen Peroxide) bubbles work hard to lift out (dirt) (and bacteria*) (grease and grime) (soap scum)
- (Hydrogen Peroxide delivers) the right amount of cleaner to eliminate (dirt) (grease) (soap scum) (grime) ~~(and bacteria*)~~
- (Hydrogen Peroxide delivers) the right amount of cleaner to eliminate dirt and ~~grease~~
- (Hydrogen Peroxide delivers) the right amount of cleaner to eliminate (dirt) (grease) (soap scum) (grime) (and) ~~(bacteria*)~~
- (Hydrogen Peroxide) (Antibacterial) (Sanitizer) (Cleaner) (Bubbles) (Foams) so you know it's working
- (Hydrogen Peroxide) (Antibacterial) (Sanitizer) (Sanitizing) active (bacteria* killing agent)
- (Hydrogen Peroxide) (Antibacterial) (sanitizing) (formula) (has) (leaves) No (annoying) harsh chemical (scum) (harsh residue) (film) ~~(no harsh chemical)~~ (alcohol) smell (but the same (sparkling) (sanitizing) clean)
- (Hydrogen Peroxide) (antibacterial) (sanitizing) (formula) Leaves virtually no harsh residue
- (Hydrogen Peroxide) Fizzes away (dirt) (and) (bacteria*)
- (Hydrogen Peroxide) Helps prevent (or) (reduces) cross-contamination of treated (hard, non-porous) surfaces
- (Hydrogen Peroxide) Kills Odor Causing Bacteria*
- (Hydrogen Peroxide) (micro) (bubbles) Remove(s) (offensive) (nasty) (stubborn) (odors*) (stains) (bacteria*) (from) (insert locations – Table 3)
- (Hydrogen Peroxide) Releases micro-bubbles (to clean) (and) (to) (Sanitize)
- (Hydrogen Peroxide) (wipes) clean(s) and Sanitize(s)
- Hydrogen peroxide-works by oxidizing the bacteria* in your home
- (Insert location – Table 3) (Antibacterial) Sanitizing Cleaner

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in EPA Letter Dated:

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Under the Federal Insecticide,
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"cleans bacteria"
False's misleading
me claim as currently selected
that cleaning
is a guaranteed
of pest control
activity

- (Insert location – Table 3) (Antibacterial) Sanitizing Wipes
- (Is a) (2-in-1 cleaner and sanitizer) (Dual action cleaner and sanitizer) – brightens and sanitizes (with Hydrogen Peroxide)
- (Is a) Perfect combination of Windex (*This Brand*) clean and Hydrogen Peroxide Sanitizing
- (It) (also) eliminates odors* leaving (insert locations – Table 3) surfaces smelling clean and fresh.
- Kills bacteria*
- Kills E. coli (*Escherichia coli*)
- Kills K. pneumonia (*Klebsiella pneumoniae*)
- Kills Staph (*Staphylococcus aureus*)
- Kills Strep (*Streptococcus pyogenes*)
- Kills bacteria* (without the worry)
- Leaves no Harsh Residue
- Modern way to Sanitize
- No (Harsh Residue)(Streaking)(Smears)
- Oxidizing agent to provide Sanitization
- Perfect combination of (*brands*) Clean and Hydrogen Peroxide Sanitizing
- (Product name) Sanitizes
- (Product name) Kills Bacteria*
- (Product name) Kills (harmful) bacteria*
- Proven Sanitization technology
- Easy (and) convenient sanitizing
- Removes dirt, (grime), (and) (food residue).
- Removes dirt and bacteria*
- Removes (dirt and bacteria*) (grease and grime) (soap scum)
- (Removes soap scum) (and) Kills (household) bacteria* (in 30 seconds) with hydrogen peroxide)
- Removes (stains) (grease) (grime) (soap scum) (dirt) (and) bacteria*
- (Sanitize) (and) (Kill bacteria*) (remove (tough) grease) (remove (tough) soap scum) (remove (tough) dirt) (remove (tough) grime)
- Sanitizing formula
- Sanitization technology
- Sanitizes
- Sanitizes (and) (-) kills (bacteria*)
- (Sanitizes) (kills bacteria*) with Hydrogen Peroxide
- (Sanitizes) (Kills) (Destroys) odor causing bacteria*
- (Sanitizes) (kills bacteria* with) and leaves no (streaky) harsh residue
- (Sanitizes with) (kills bacteria* with) No (streaky) Harsh Residue
- (Sanitizes with) (kills bacteria* with) Ingredients you (trust) (and) (know)
- The Hydrogen Peroxide formula releases thousands of micro bubbles that penetrate to oxidize (bacteria*) (dirt) (grease) (grime) (soap scum)
- (This product) (Brandname) is a (ready to use) (one step) (Antibacterial) (Sanitizer) (cleaner) (and) (deodorant) (odor neutralizer) (designed) for (general) cleaning, (and) sanitizing (deodorizing) (of) hard (nonporous) (inanimate) surfaces.
- (Antibacterial) (Sanitizer) (sanitizing) (cleaning) (cleaner) (with) (using) (hydrogen peroxide)
- ((Uses) (Hydrogen Peroxide) (to) Deodorize(s)* your (insert locations – Table 3) and leave(s) behind a pleasant scent
- (Uses) (Hydrogen Peroxide) (to) Eliminate(s) odors* as it cleans

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- Use in places you are concerned about odor causing bacteria*
- Use where odors* are a problem.
- Wipes out (tough) soap scum (and household bacteria*)(with hydrogen peroxide)(!)
- (With a) (Foaming action)(formula)(to)(Destroys)(eliminates)(penetrates)(breaks through)(tough) soap scum and bacteria* (with hydrogen peroxide)
- (With) Antibacterial (Foaming) (Hydrogen Peroxide) Action
- (With) (Hydrogen peroxide) (oxidizing) (effervescent)(foaming) action removes (grease) (and) (grime) (soap scum) while sanitizing

ALLERGENS:

- (Reduces) (Breaks Down) Allergens**(!)
- (Destroys) (Eliminates) Allergens**(!)
- (Destroys) (Reduces) (Breaks down) (deactivates) (dust mite matter) (dust mite particles), (cockroach matter) (cockroach particles) (or) (and) (pet dander allergens) found in dust
- This product kills germs[†] and (removes) (destroys) allergens** while cleaning hard, nonporous surfaces.

** Cockroach matter, cockroach particles, dust mite matter, dust mite particles, pet dander, dog dander, cat dander, pollen

TABLE 2: MARKETING CLEANING CLAIMS

- 3x the cleaning power
- A (bubbling) (dirt-lifting) (familiar) (deep) (micro-bubble) (hydro) clean you (can trust) (you know) (you recognize) (used for generations)
- A clean you recognize
- (A) Familiar alternative to harsh chemicals
- A familiar way to (deep) (clean) (lift dirt) (and) (remove soap scum) (with a Hydro clean)
- A fast (and) (easy) way to clean your house
- (A) smart choice
- Breaks down dirt
- (Brand) (With) Glade® Tough Odor Solutions
- Brightens
- Brightens surfaces with the power of hydrogen peroxide
- Brilliant (insert locations – Table 3) shine (with the power of Hydrogen Peroxide)
- (Clean) (Remove soap scum) (on contact) (the way you like) (without scrubbing)(with hydrogen peroxide)
- Cleans and Shines (multiple) surfaces with no (dull) harsh residue left behind
- Cleans and shines (without scratching)
- Cleans & Shines Glass, Countertops, Sinks & More!
- Cleans bathroom soils
- Cleans even tough, greasy dirt without damaging (insert locations – Table 3)
- Cleans everyday messes
- Cleans fingerprints
- Cleans food stains
- Cleans grease and grime
- Cleans great, with no harsh chemical fumes
- Cleans great, with no harsh residue
- Cleans mildew stains

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In 2011
OCT 19 2011
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registered by you (can trust) (you know)
1/8 22-590

- Cleans some of your toughest (dirt) (grime) (soap scum)
- Cleans to a shine
- Cleans with (hydrogen peroxide)(H₂O₂)
- Clear drying formula
- Complete clean
- (Contains) Patented Technology*
- (Contains) Protected Technology*
- Based on Patented Technology*
- (Contains) Aseptix Patented Technology*
- Contains Accelerated Hydrogen Peroxide*
- (Contains) *Hi-Speed Hydrogen Peroxide™ **
- (Contains)(Based on) Aseptix Patented Technology
- Cuts cleaning time
- Cuts through grease and oils, and brightens hard surfaces (with hydrogen peroxide)
- Cuts tough grease & grime!
- Deep (Hydrogen Peroxide) Bubbling Clean
- Discover the perfect balance for your family
- (Does not leave any) (No) Harsh Residues
- (Dust and Shine) (Lift dirt and dust) (with Hydrogen Peroxide)
- Easy to use (Hydrogen Peroxide) formula
- (Entire) (Whole) line of (hydrogen peroxide-based) (hydrogen peroxide) cleaners for your home
- Everyday Clean(er) (with Hydrogen Peroxide)
- Everyday (Hydrogen Peroxide) cleaner
- Fast, easy cleaning solution (—one product for a variety of surfaces)
- (Faster) Daily cleaning
- For (daily) (everyday) (light-duty) (heavy duty) (insert locations – Table 3) (cleaning) (everyday) (use)
- For the entire house (home) (household)
- For use on ~~all~~ non food contact kitchen surfaces
- For use ~~all~~ around the (around) (kitchen) (home) (house)
- For use in (Cleans) (For cleaning) homes (and small businesses) (such as (insert locations – Table 3))
- (Foaming (action of)) Hydrogen Peroxide works hard so you don't have to
- (Foams)(bubbles) (with the power of) (*insert brand*) (and) (Hydrogen Peroxide) (so you know it's working)
- Formulated with you in mind
- Great for (all around) (the) (house) (home) (insert locations – Table 3)
- Great on glass!
- Great on ((surfaces such as) (insert locations – Table 3))
- Guaranteed to clean or your money back (see back panel)
- Harnesses the simple ~~(molecules/elements)~~ of water and oxygen (to clean) (to remove grease) (to remove soap scum) (to remove dirt) (to remove grime) Hydrogen Peroxide – a (cleaning) (and) oxidizing agent
- (Has) ~~no~~ (Hydrogen Peroxide) cleaners that cut through (soap scum and/or dirt and/or grime)
- Helps keep (insert location – Table 3) sparkling and clean
- Hydro(Sparkle)(Fizz)(Bubble)(Glisten)(Splash)
- (Hydrogen Peroxide) Attacks soap scum, mold stains & mildew stains
- (Hydrogen Peroxide (based)) Multisurface (clean) (cleaner)

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Using the
word "all in"
is false and
misleading.
The only surfaces
that can be tested
for this product are
porcelain
surfaces.
medium is
misleading.
It implies safety
and environmental
preference.

9/11/12
up hard non
porous
surface

- (Hydrogen Peroxide) Boost(s) your clean
- (Hydrogen Peroxide) (bubbles) ((cleaning agents) offer a (everyday) (new) (different) (familiar) (tough) (commonly used) alternative (used for generation) to (harsh) (chemicals)
- (Hydrogen Peroxide) bubbles work while you wait
- (Hydrogen Peroxide) Cleans (insert location/surface – Table 3) to a shine
- (Hydrogen Peroxide) Clean(s) more than you think (with Hydrogen Peroxide)
- Hydrogen Peroxide cleans while you wipe
- (Hydrogen Peroxide contains) No abrasives (or) (phosphates)
- (Hydrogen Peroxide) cuts (tough) (insert location – Table 3) grease (on) (insert surfaces – Table 3)
- (Hydrogen peroxide)()(foaming)(bubbling)(bubble) action (removes) (soap scum) (dirt) (grime) (grease)
- (Hydrogen Peroxide (formula)) Expands into hard-to-reach places
- (Hydrogen Peroxide) is a tough cleaner, without tough chemicals.
- (Hydrogen Peroxide is) Great for tough stains
- (Hydrogen Peroxide) Leaves (insert locations – Table 3) clean and shining (shiny)
- (Hydrogen Peroxide) Leaves a (brilliant) shine
- (Hydrogen Peroxide) Leaves a (brilliant shine) (and a) fresh (clean) scent
- (Hydrogen Peroxide leaves) No visible (or oily) (or smeary) harsh residue (build up)
- (Hydrogen Peroxide) Leaves no (less) visible (or) (greasy) (or) (gritty) (or) (oily) (or) (smeary) residue
- (Hydrogen Peroxide) cleans' while oxidizing
- (Hydrogen Peroxide) (micro) (hydro) (bubbles) Remove(s) (offensive) (nasty) (stubborn) (odors) (stains) (from) (insert locations – Table 3)
- (Hydrogen Peroxide) Passes the finger swipe test
- (Hydrogen Peroxide) Won't (Will not) harm most surfaces
- (Is) Blended with H2O2 for highly effective cleaning
- (Leaves) A Beautiful Shine in a lot less time
- (Leaves only) (with a) Streak-free shine (with) (the power of) (Hydrogen Peroxide)
- Leaves your (insert locations – Table 3) smelling fresh
- Leaves (your) (insert locations – Table 3) spotless
- Let your surfaces shine
- (Lifts) (Cleans) Cleans everyday floor messes like dirt, grease and food
- (Lifts) (Cleans) everyday dirt and stains without damaging (insert location – Table 3)
- Multi-Purpose (Cleaner) (with Hydrogen Peroxide)
- Multi-Shine (Cleaner) (with Hydrogen Peroxide)
- (Multi-Surface) (Multi-Task)
- (Multi-Surface) (Multi-task) (household) cleaner
- No harsh residue, same tough clean
- No oily (or) (greasy) (or) (dull) (or) (smeary) harsh residue
- No-scratch (Hydrogen Peroxide) formula
- (Now) With Glade® (insert fragrance – Table 6)
- (Now you can) (Hydrogen Peroxide lets you) have it all(!)
- Oxy(Sparkle)(Fizz)(Bubble)(Glisten)(Splash)
- (Oxygenated) (micro) (hydro) (bubbles) lift (dirt) (soap scum) (grease) (grime)
- (Oxygenated) (sparkling) (clean) (cleaning) (and deodorizing)
- (Oxygenated) Cleaner
- Patented Formula
- (Peroxy) Power

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- Pleasant (odor) (fragrance) (perfume)
- Pleasant smell
- (Product name) clean in a (easy to use) (convenient) (Hydrogen Peroxide) (Sanitizing) wipe
- ([Product Name]) Effectively removes everyday soils on (insert locations – Table 3) (with (the power of) Hydrogen Peroxide)
- (Product name) (with) (Hydrogen Peroxide)
- Proprietary Formula
- (Provides a)(Deep)(quick) (clean) (cleaning action) (cleans on contact)(with hydrogen peroxide)
- Refreshingly Clean
- Removes tough [food and beverage] stains, (fingerprints),(bathrooms) (Oils),(crayon and pencil marks),(and) (scuff marks)
- Removes (tough) (dirt)(and)(grease)(and)(grime) with (the)(foaming action)(of)(hydrogen peroxide)
- Reveal the natural beauty of your (finished) (wood) (insert location – Table 3)
- Same great (brand) clean
- Save(s) (you) time and money
- Saves on cleaning time, so you have more time for your family
- (Scientifically engineered) (to put) (Putting) (hydrogen) peroxide to work
- Shine (insert location – Table 3) (to) their natural shine
- Stick it to stubborn soils
- Strong enough for tough (cleans) (grease) (grime) (soap scum) (dirt), for (your) (fine) (surfaces) (family) (everyday life) (the things you care about)
- The clean you love from a wipe, with the (familiarity) (simplicity) of Hydrogen Peroxide
- (The)(Science)(behind)(of) the (new) Hydrogen Peroxide
- The wood care you expect from Pledge, for your floors
- Total Clean(er) (with Hydrogen Peroxide)
- Tough cleaner with a non-chemical scent
- (Tough) (deep) (sparkling) (streak-free) clean
- Tough on grime
- Two in one: cleaning and sanitizing
- (Uses) (Hydrogen Peroxide) (to) Easily removes soap scum, hard water stains and dirt
- (Uses) (Hydrogen Peroxide) (to) Leave(s) a brilliant shine
- (Uses) (Hydrogen Peroxide) (to) Leave(s) your (insert locations – Table 3) smelling fresh
- (Uses) (Hydrogen Peroxide) (to) Penetrates and remove(s) tough soap scum and grime
- (Uses) (Hydrogen Peroxide) (to) Remove(s) dirt and grease (from hard surfaces)
- (Uses) (Hydrogen Peroxide) (to) Wipe(s) out tough grease and grime (and leaves a fresh clean scent)
- (Use in the (insert locations – Table 3) (and) (throughout) (all around) (the whole house) (your home) (your house)
- Use On (insert locations – Table 3)
- Use this product ([Product Name]) throughout your home on (household) surfaces (including glass)
- (Unique)(Patented)(Formula)(Technology)(Product)
- Uniquely available from Aseptix* (the inventors of (Accelerated Hydrogen Peroxide)(Hi-Speed Hydrogen Peroxide)
- Use throughout the (your) home (house)
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- We work hard so you don't have to

with 6 ingredients
in EPA Letter Dated:
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registered under EPA Reg. No. 4822-570

- Wipes out tough grease and grime and leaves a fresh clean scent!
- (With a) Ammonia Free (Hydrogen Peroxide) clean
- (With a) Effortless Clean
- (With a) (Foaming action)(formula)(to)(Cuts through)(easily)(removes) (dissolves)(soap scum) (stains)(grime) (with) (no) (messy)(dull)(harsh residue)(fast)(with hydrogen peroxide)Won't stain (surfaces) (counters) (insert locations/surfaces – Table 3)
- Works (for you) (not against you)
- Worry-free clean
- (You can) See foaming (Hydrogen Peroxide) bubbles at work (on) (grease) (grime) (dirt) (soap scum)

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an "and" "&" "or" may be used to link locations/surfaces.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- (Barber) (Beauty) Shop(s) (and) (Salons)
- Bar(s)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stand(s)
- Contractor Shop(s)
- Convenience Store(s)
- Churches (Synagogues) (&) (Religious Organizations)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Exercise Facility (ies)
- Fitness Center(s)
- Gym(s)
- Gymnasium(s)
- Home(s)
- Home and (Small) Business Solution(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Retail Store(s)
- School(s)
- Store(s)

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- Vacation Home(s)

ROOMS/AREAS:

- Attic(s)
- Baby Nurseries
- Basement(s)
- Bathroom(s)
- Bedroom(s)
- Den(s)
- Dining (room(s)) (areas)
- Family Room(s)
- Foyer(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s) - *Non-food contact surfaces*
- Laundry Room(s)
- Living room(s)
- Mudroom(s)
- Pet area(s)
- Play (areas) (rooms)
- Powder room(s)
- Restroom(s)
- Washroom(s)
- Workshop(s)

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ITEMS:

- Artificial plant(s)
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surface(s)
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blind(s)
- Bookcase(s)
- Booster chair(s)
- Baseboards(Molding) (Trim)
- Basins
- Behind (and under) sinks
- Bench
- Cabinet handles
- Cabinet(s)
- Camper(s)
- Ceiling Fan(s)
- Chair(s)
- Changing table(s)
- China knickknack(s)
- China Cabinet
- Clock(s)

- Collectibles and Knick Knacks
- Computer(s) (screen(s))
- (Bathroom) (Kitchen) (Office) Counter(s) (Countertops)
- Cribs
- Cupboard(s)
- Curio Cabinet(s)
- Desktop(s)
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- Doorhandle(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevator(s)
- Exercise equipment
- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) can openers, cook top(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s) (door(s)), stovetops, toasters, (and) (even) ((BBQ) grills (use when surface is cool))
- Faucet(s)
- (chrome) Fixture(s)
- (linoleum) (no-wax) (vinyl) Floors
- Footboard(s)
- (outdoor) (plastic) (patio) Furniture
- Garbage can(s)
- Glass Patio Door(s)
- Glazed (bathroom) (ceramic) (kitchen) tile(s)
- Glazed porcelain surface(s)
- Grocery cart(s)
- ~~Bacteria-prone surface(s)~~ - take out
- Handrail(s)
- Headboard(s)
- High chair(s)
- High traffic surface(s)
- Hubcap(s)
- Keyboard(s)
- Lamp(s)
- Laptop(s)
- Light Fixture(s) Switch(es)
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- Picture Frame(s)
- Recycling bin(s)
- Remote Control(s)
- Sealed (fiberglass) tubs (or) (shower surrounds) (and) (sinks)

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registration No. 4822-590

What does
this mean?

Ambiguous - All of the surfaces listed in
this section are prone to bacteria.

- Shelves
- Shower(s) (curtain(s)) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Table(s)
- Telephone(s)
- ((glazed) (ceramic)) Tile (s)
- Exterior surfaces of toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)
- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washer(s) and Dryer(s)
- Washing machines
- (Stained Glass) Window(s) (Pane(s))
- Window(s) (Ledges) (Blinds)

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SURFACES:

- Aluminum
- (Baked) enamel
- Chrome
- Corian[®] (**is trademark owned by E.I. du Pont de Nemours and Company)
- Formica[®] (**is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- Glass
- Glazed ceramic (tile)
- Glazed porcelain (enamel) (kitchen) (bathroom) (tile)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Pergo[®] (laminate)(hardwood) surfaces (**is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- (Glazed) porcelain enamel
- Quartz
- Sealed cement
- Sealed granite
- Sealed grout
- Sealed fiberglass

- Sealed marble
- Sealed synthetic marble
- Sealed natural stone
- Stainless steel
- Steel surfaces
- Stone surfaces
- Vinyl (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

TABLE 4: PACKAGING CLAIMS

- 2 in 1
- Advanced
- Also available in wipes, kitchen sanitizing cleaner, bathroom sanitizing cleaner
- (Better) (improved) (application) (control) (method).
- Better Value
- Big (Job)Size
- Bigger Size (package) (bottle)
- Bonus Pack
- Bonus (Multi-) (Special) (Mega) (Value) Pack
- Bottle made of (25%) (50%) post-consumer recycled plastic
- Bottle made of XX% post-consumer recycled plastic
- (Club) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Dispenses one wipe at a time
- Easier than ever to pull (wipes) out
- Easy to grab wipe – (no more wasting wipes) (no difficult tearing) (use only what you want)
- Easy to (Use) (Refill)
- Economic Refill
- Economy Size
- Effortless dispensing
- For limited time only!
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Less plastic, less waste
- Mega (Pack) (Size)
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Formula) (Fragrance) (canister)
- (New) (Big) (X oz.) (X Liter) (Size)
- (New) (Improved) (fragrance) (scent) (formula) (!)
- (New) (Improved) (*This Brand*) formula
- (New) Patented (Cleaning) Technology/Formula
- Now available in (separate) refill(s)
- Patented (diptube) (spray) (design)(technology) (lets you use up (all) your (brand)(product)) (formula) (!)

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- Plus
- Refill (only)
- Refill (and) (+) Dispenser
- Refill (cartridges) (only)
- Refills sold separately
- Same great wipes in a new flat pack canister
- Same size as (fill in product name), (but) with less plastic
- Trial (Value) (Pack) (Size)
- Trial Size (Available)
- Twin Pack
- (Two) (2) Liter (Refill) (Size) (!)
- Uses less plastic than canister alternatives
- Won't dry out
- (X%) (X oz.) (more) (free) (!)
- (X) at the (X oz) price!
- Value (Pack) (Size)

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TABLE 5 – MISC MARKETING CLAIMS

- Ammonia free (!)
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- (Chlorine) (Bleach-free) (formula) Contains hydrogen peroxide
- Chlorine free (bleach) (bleaching)
- Contains no abrasives, ~~harsh acids~~ or bleach — or use chemicals
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- Debris-free wipe
- Does not contain bleach
- Does not contain [chlorine] bleach
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Free from bleach
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- (Hydrogen Peroxide) Won't corrode your (insert location – Table 3) over time
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- ~~No (Chlorine) Bleach Harsh Residue~~
- No (Chlorine) (bleach) free
- (No) (Non-(chlorine)) (bleach)
- No harsh chemical (fumes) (smells)
- No (~~harsh~~) (chlorine) (alcohol) smell
- No (harsh)(overpowering) (chlorine) ((smell) (fragrance) (scent))
- No phosphates
- No smeary harsh residue!

False & Misleading

*Not in
reference
to chlorine*

- Non-abrasive formula.
- Non-abrasive
- Non-flammable
- Not to be used on acid sensitive surfaces
- Not to be used on brass, copper or zinc
- Not to be used on porous natural stone or marble
- Not to be used on painted wood
- Not to be used on soft surfaces
- Not to be used on silver or gold
- NOTE: Keep out of reach of children and pets. Unplug (small) electrical appliances before (cleaning) (sanitizing) (them) (with this product). Not recommended for use on wood, varnished surfaces, carpeted areas or upholstery.
- Patented formula
- Peel Off
- Recommended for use on sealed hard surfaces. When in doubt, spot test on an inconspicuous area of the surface.
- Scan QR code (at bottom) (of packaging) (here) (for more information) !
- Scratch 'n Sniff
- Smell (Sniff) Here
- Will not harm most surfaces
- With a bleach-free formula
- With a pleasant fragrance
- Won't ~~bleach or discolor hard surfaces~~

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in EPA Letter Dated:

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Take
out

Hydrogen peroxide is a bleach agent & in low concentrations will bleach soft surface

TABLE 6 - FRAGRANCE CLAIMS

(NOTE: Can stand alone or be combined with the Glade® brand name.)

- Fresh Sanitizing Scent of (fragrance name (instead of bleach) (instead of harsh fumes)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Grapefruit (spumante) (twist) (Splash) (zest)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Pomelo (twist) (Splash) (zest)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Kumquat (twist) (Splash) (zest)
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) Sunfruit (twist) (Splash) (zest)
- Glistening Citrus
- Tangerine Fizz
- Lemon Scent
- Citrus (Fresh) scent
- (Sparkling) (fresh) (Sweet) (invigorating) Citrus (twist) (Splash)
- Crystal Rain
- Fresh Berries
- Hawaiian Breeze
- Lavender & Peach Blossom
- Red Honeysuckle Nectar
- (Twinkling) (Bubbling) (Florida) (Sweet) (Bright) (Glistening) (Crisp) (Sparkling) (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Zest) (Fizz) (Tingle) (Twist)

Sodium hypochlorite
Bleach is used
similar
to Hydrogen
peroxide
on
Hard surfaces
this is
comparative
misleading

- (Fresh) Bubbling Spring(s)
- Sparkling Raindrops
- (Fresh) (clean) (cotton) (linen) (laundry) (scent)
- Clean Champagne
- Sapphire Champagne
- Cool Willow
- Misty Meadow
- Babbling Brook
- Twinkling Stream
- Splash of Spring
- Airy Sky
- Rippling Pool
- Brilliant Budding Blossoms
- Glade® Crisp Waters
- Fresh Mountain Morning
- Foaming Fresh
- Aqua (clean) (cool) (fizz) (fresh) (splash)
- Almond Oil scent

ACCEPTED
with COMMENTS
in EPA Form Dated:
OCT 19 2012

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Registration under EPA Reg. No. 4822-590

SECTION 6: MISC

EPA Reg. No. 4822-XXX

EPA Est. No.

*This product is covered by US Patent 7,658,953

Questions? Comments? Call 800-558-5252 or write Helen Johnson (.)

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S. C. Johnson

A Family Company

A family company since 1886

Fisk Johnson

(This)(Unique)(Innovative)(Product)(Formula)(contains)(is)patented(technology)(of)(by) Aseptix
Research BV (under) (US Patent nr.) US 7,658,953, (used under license) (licensed by SC Johnson &
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(Copying this product or formula may result in an infringement of intellectual property rights)

TABLE 8: PICTOGRAMS



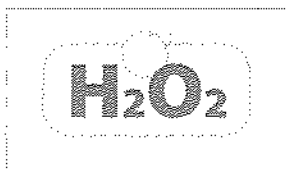
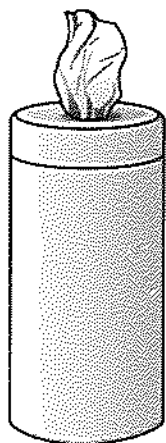
aseptix
TECHNOLOGY



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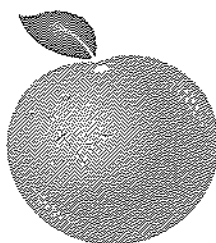
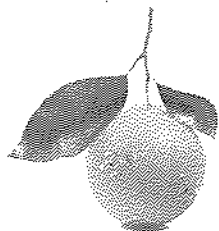
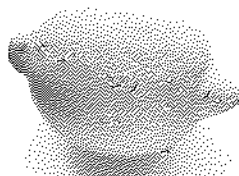
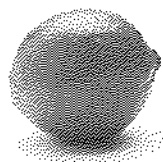
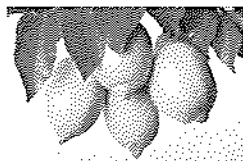
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registered under EPA Reg. No. 4822-390

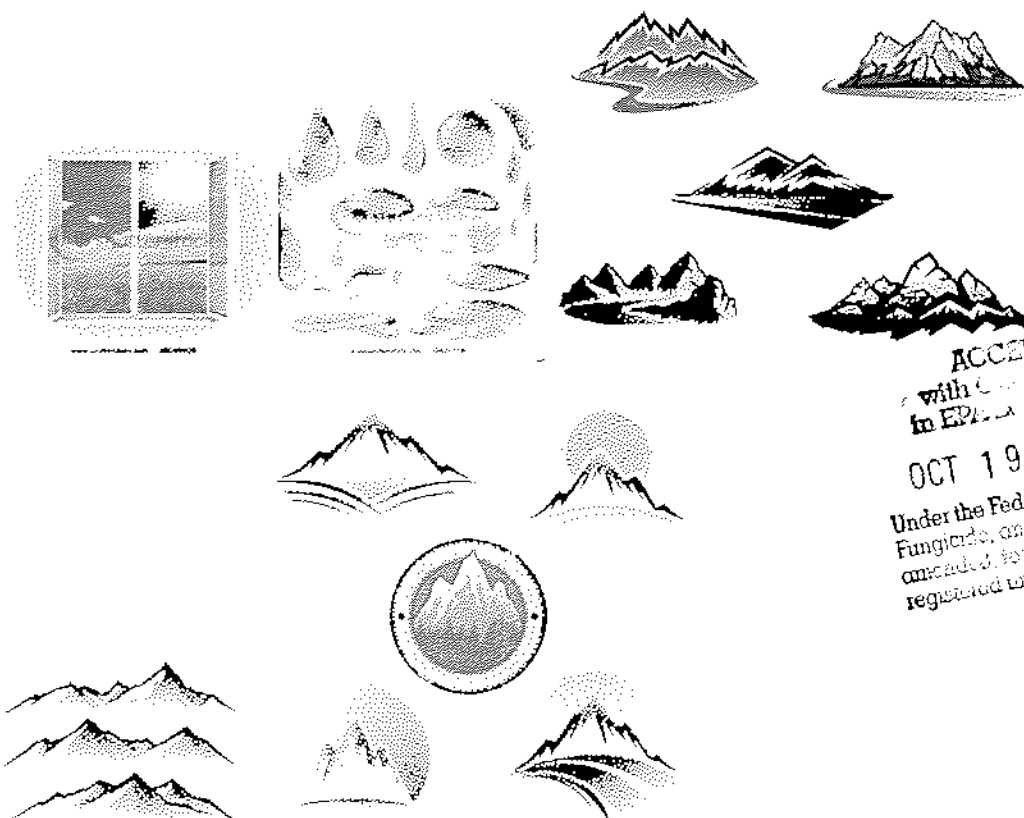
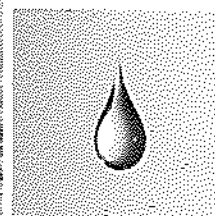
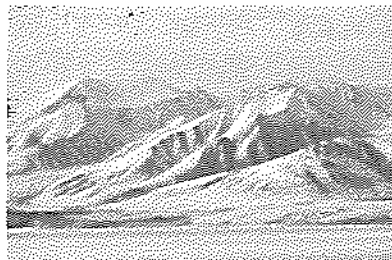
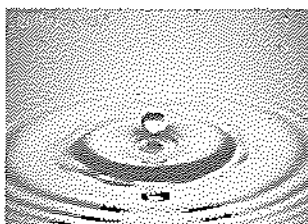
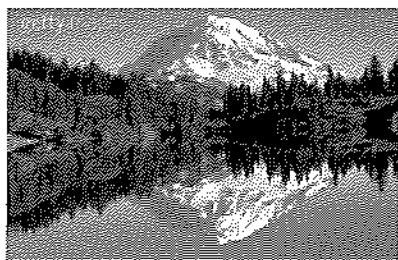
(Note to Reviewer: Parenthesis indicate optional text.)



ACCEPTED
with COMMENTS
in EPA. Date Dated:
OCT 19 2012
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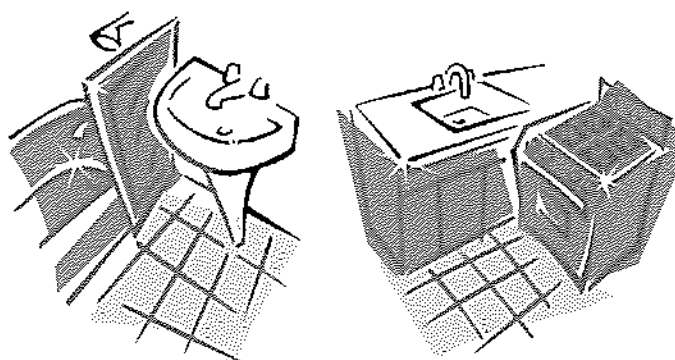
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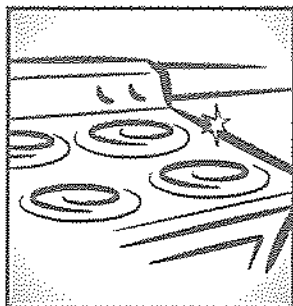
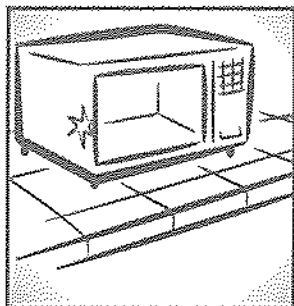


ACCEPTED
with Comment 918
to EPA on 10/19/12
OCT 19 2012
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, by the pesticide,
registered under EPA Reg. No. 4822-590

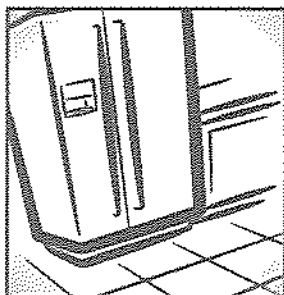
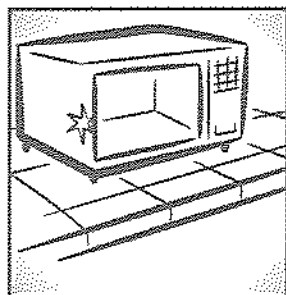
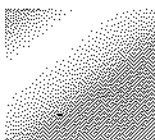
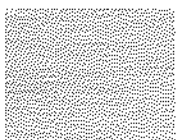
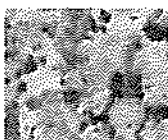
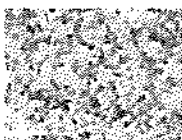
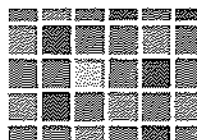
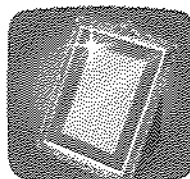
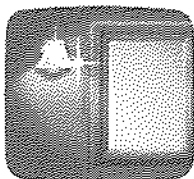
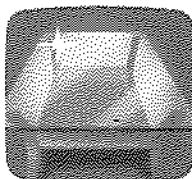
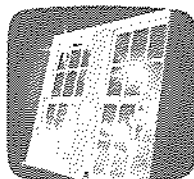
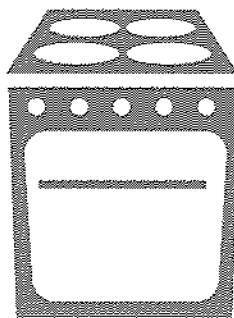
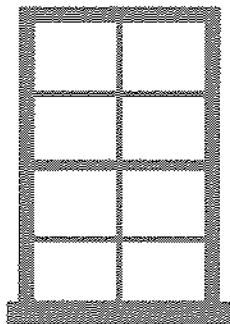
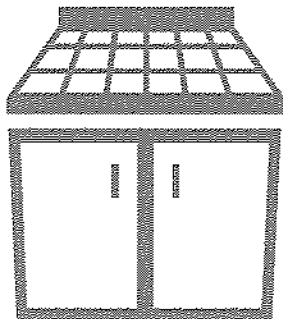
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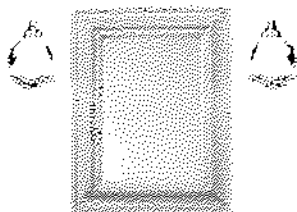
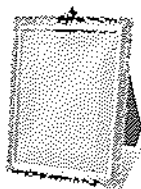


(Note to Reviewer: Parenthesis indicate optional text.)



ACCEPTED
with COMMENTS
in EPA Letter Dated
OCT 19 2012
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. 4822-570



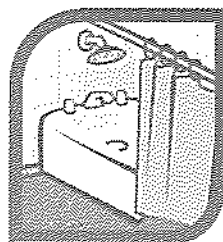
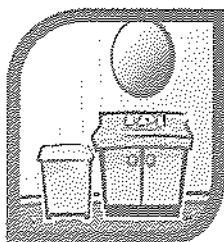
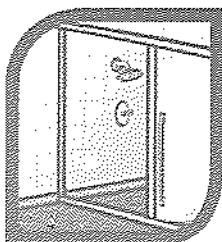
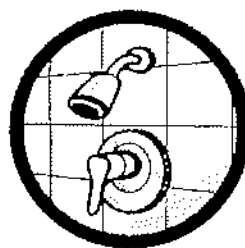
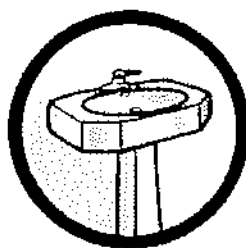
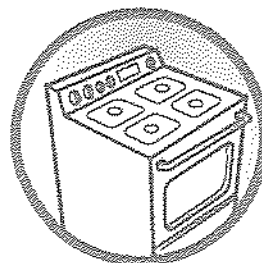
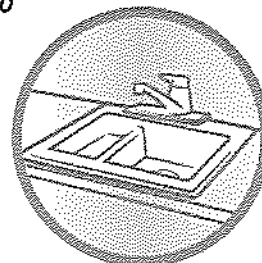
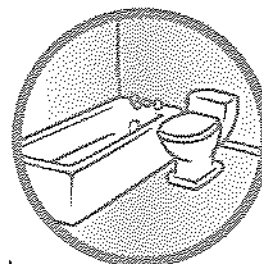


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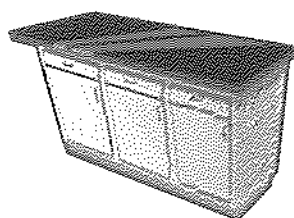
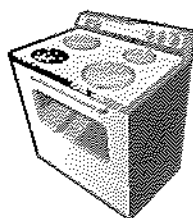
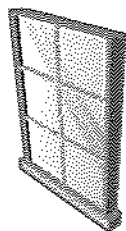
OCT 19 2012

Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No.

4822-510



(Note to Reviewer: Parenthesis indicate optional text.)



**ACCEPTED
with COMMENTS
in EPA Letter Dated:**

OCT 19 2012
Under the Federal Insecticide,
Fungicide, and Rodenticide Act as
amended, for the pesticide,
registered under EPA Reg. No. **4822-590**